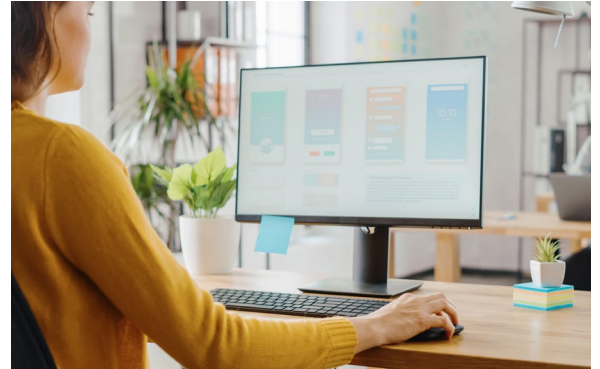


Top 5 reasons to modernize with OpenText Communications



Ready to stop settling for the status quo and start creating customer experiences that are anything but ordinary? Legacy CCM systems and disconnected customer journeys aren't just annoying—they're holding you back from creating the kind of personalized magic that turns regular customers into loyal advocates.

But what if you could flip the script? Here are five reasons to embrace OpenText™ Communications:

- 1 Knowledge-driven GenAI:** Easily deliver personalized content at scale using generative AI to create relevant communications that cut through the clutter. Speed up with trusted content workspaces and hit the market faster.
- 2 Harness HTML5 without the headaches:** Create stunning digital-first communications with low-code HTML5 design tools that don't require a computer science degree. Finally, captivating content for non-technical creators!
- 3 Compliance that won't make you cry:** Take control with multiple approval workflows for bulletproof regulatory compliance and fewer errors. Watch everything happening in real time with operational dashboards that keep you in the know. Built-in assured delivery reduces the risk of undelivered email and SMS messages, which is especially important for regulated industries.
- 4 Customer journeys that go somewhere:** The fresh new UX lets you create, monitor, and analyze diverse customer journeys while generating insights based on previous behavior. Set up smart follow-ups with OpenText Core Journey that feel like you're reading your customers' minds.
- 5 Migration tools and services without shortcuts or compromises:** If you're running older OpenText products, such as StreamServe, xPression, or Classic Exstream, or looking to migrate from a third-party CCM system, we have the tools and services to reduce the scope, time, and cost of moving. Discover easy-to-use and get-started-quickly design tools that require no technical expertise, as well as our experienced Professional Services team and partners—who provide a depth of knowledge that guarantees your long-term success.

Create captivating customer experiences with OpenText Communications

[Upgrade now ›](#)

Upgrade with a customer communications leader

No. 1 market share

Most deployed CCM solution,¹ named a CCM leader 7 years in a row on the Aspire Leaderboard.²

Video:

[Accelerate your CCM migration, worry-free ›](#)

Blog:

[What's new in OpenText Communications ›](#)

Customer story:

[Nationwide Building Society accelerates content workflows by 83% ›](#)

¹ IDC, IDC MarketScape: Worldwide Intelligent Customer Communications Management 2024 Vendor Assessment, 2024

² Aspire Leaderboard